

Communications and Social Media Manager

Colorado Department of Higher Education

POSTING DATE: February 5, 2020

CLOSING DATE: February 14, 2020

COMPENSATION: \$55,000-\$65,000/annually

DESCRIPTION OF JOB:

The communications and social media manager, under direction of the director of communications, assists in the execution of a comprehensive communications strategy for the Colorado Department of Higher Education (CDHE). This position also works with the department's other divisions and programs using various methods to promote the department's mission, vision, goals, services and outcomes to students and families, media, campus officers, K-12 educators, lawmakers, taxpayers and other interested stakeholders. The communications and social media manager works closely with the Data, Research and Policy division and other divisions in the Department to interpret, create, present information, transforming often technical and complicated data into readable and meaningful information.

Essential Duties & Responsibilities

- Collaborates with the communications director in the development and implementation of a strategic communications plan for the Department;
- Drafts press releases, speeches, talking points, op-eds, blogs, external and internal newsletters, website updates, social media posts, and other communications;
- Helps create and inform statewide and regional public awareness and education campaigns;
- Responds to media inquiries;
- Attends and helps plan meetings and events with internal and external communications groups;
- Regularly updates the Department website homepage, microsites and social media;
- Tracks key performance indicators and analytics for CDHE's digital media platforms including the website, social media, and other digital media platforms;
- Identifies new ways to communicate internally and externally using digital platforms;
- Creates photos and videos for CDHE reports and documents;
- Curates and sends out daily higher education press clips.

OTHER DUTIES & Responsibilities

Performs other duties as assigned.

REQUIRED QUALIFICATIONS:

Education

Bachelor's degree in communications, journalism, public relations or other related field, from an accredited college or university.

Or, in lieu of a bachelor's degree, three or more years of experience demonstrating the skills and competences required for this position.

- Candidates should have a strong grasp of strategic messaging and communications, media relations and contact management;
- Strong project management skills with the ability to meet deadlines and ensure that objectives are achieved;
- Excellent written and verbal communications skills, editing skills and ability to translate complex policy information into easy-to-understand and compelling stories;
- Knowledge and previous use of AP style;
- Strong interpersonal skills and the ability to work effectively within a team setting and with external stakeholders;
- Strong computer skills, including Office 365 suite;
- Knowledge of and/or interest in higher education policy;
- Good organizational skills and ability to multitask and reprioritize projects as warranted;
- Demonstrated success in working in diverse and inclusive environments.

Experience

- A minimum of three years' experience in communications or a related field;
- A minimum of two years' experience in the following;
 - Social media, including Facebook, Twitter, YouTube and other platforms;
 - Email newsletter programs, such as MailChimp;
 - Creating public awareness campaigns from start to finish and in measuring their success;
 - Updating and maintaining a website, including knowledge of HTML, as well as knowledge of Adobe Dreamweaver, Drupal 8 and WordPress or similar content management systems.

PREFERRED QUALIFICATIONS:

- Knowledge and interest in higher education and higher education policy;
- Experience with photography and video, including editing, uploading and posting to a website;
- Experience with event planning;
- Passion for writing and storytelling.

APPLICATION PROCEDURES:

To be considered for this position, candidates must possess the minimum qualifications listed above and submit the following: Cover letter and resume. Submit your completed application materials to:

HR@dhe.state.co.us

Or:

Colorado Department of Higher Education
Attention: Human Resources
1600 Broadway, Suite 2200
Denver, Colorado 80202

This position is not governed by the selection process of the classified personnel system and is not part of the classified state personnel system.

Application Deadline: Position will remain open until filled. Application review begins immediately and position start is immediate. Employment is contingent on successful completion of a criminal background check.

The Colorado Department of Higher Education is an Equal Opportunity employer. In compliance with federal and state anti-discrimination laws, the Department does not discriminate in matters of employment based on disability, race, creed, color, sex, sexual orientation, transgender status, religion, age, national origin, or ancestry.